



Communication Management between Organizations in a Subsidized Market: The Case of Paddy Fertilizer in Malaysia

Ammar Redza Ahmad Rizal*; Shahrina Md Nordin**;
Shamsuri Md Saad***; Hasnida Wahab****

*Universiti Teknologi PETRONAS,
Bandar Seri Iskandar, Tronoh,
Perak, Malaysia.

**Universiti Teknologi PETRONAS,
Bandar Seri Iskandar, Tronoh,
Perak, Malaysia.

***Universiti Teknikal Malaysia Melaka,
Jalan Hang Tuah,
Melaka, Malaysia.

****Universiti Teknologi PETRONAS,
Bandar Seri Iskandar, Tronoh,
Perak, Malaysia.

Abstract

Inter Organization Communication (IOC) is one of the used communication method to communicate between two or more organizations. It is prove vital to sustain organizations relationship particularly between consumers and suppliers. However, there is still lack of empirical researches and findings in the subsidized market. Therefore this paper presents a research conceptual framework focusing on the practice of IOC in a subsidised market which in context is Malaysian paddy fertiliser industry. Malaysian paddy farmers were nourished with fertilisers subsidy since 1971 making the environment of subsidized market stand more than 40 years long. Framework espoused in this paper will provide insights into the IOC theories and possible support of communication from the consumers' perspectives towards the suppliers in a subsidized market. The proposed framework has theoretical significance in filling the gap of the body of knowledge in the implementation IOC in any subsidized market throughout the world.